## **ORDER**

Orders	Order / Rev:	107430		
	Alt Order #:	06860849		
	Product Desc:	PAT MAJORITY USA		HD
	Estimate:	1966		KSNV
	Flight Dates:	10/04/12 - 10/12/12	Primary AE:	Amy McCreary
	Original Date / Rev:	10/03/12 / 10/03/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Waterfront Strategies		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1010 Wisconsin Ave. NW	Billing Cycle:	EOM/EOC
		Washington, DC 20007	Agency Commission:	15%
Advertiser	Name:	Patriot Majority		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLI1	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/12/12	57	\$85,700.00	\$72,845.00

## Totals

Agency External ID:

M	onth	# Spots	Gross Amount	Net Amount	Rating
O	ctober 2012	57	\$85,700.00	\$72,845.00	0.00
To	otals	57	\$85,700.00	\$72,845.00	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Total
KSNV	27%	\$85,700.00
Market	100%	\$317,407.41

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$95,222.22
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	22%	\$69,829.63
KTUD	1%	\$3,174.07
KVVU	15%	\$47,611.11
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$15,870.37

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
_	E 1	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	S-	:30 1	\$900.001	0.00 NM 1	\$900.00
					Saturday Today							
		SATURE	DAY TODA	λY								
		Star	t Date E	End Date	Weekdays	Spots/Week	Rate	Rating				
_	W	eek: 10/0	01/12	10/07/12	S-	1	\$900.00	0.00				

Print Date: 10/08/12 08:53:30 Page 2 of 4

**KSNV** 

Order / Rev: 107430

Advertiser: Patriot Majority

Estimate:

Alt Order #: 06860849

Product Desc: PAT MAJORITY USA

10/04/12 - 10/12/12 Flight Dates:

1966

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount 10/06/12 10/06/12 \$900.00 KSNV Saturday Today CM 7a-9am :30 \$900.001 0.00 NM Saturday Today SATURDAY TODAY **End Date** Rating Start Date Weekdays Spots/Week Rate 10/07/12 - - - - S-0.00 Week: 10/01/12 \$900.00 E 2 KSNV 10/04/12 10/10/12 MTWTF--0.00 NM Today Show CM 658a-9am :30 8 \$1.900.001 \$15.200.00 **Today Show TODAY SHOW** Weekdays **End Date** Spots/Week Start Date Rate Rating Week: 10/04/12 10/10/12 MTWTF--8 \$1,900.00 0.00 10/04/12 10/10/12 E 3 KSNV MTWTF--\$500.001 Noon News CM 12-1230pm :30 2 0.00 NM 2 \$1,000.00 Noon News **NEWS 3 AT NOON End Date** Start Date Weekdays Spots/Week Rate Rating MTWTF-Week: 10/04/12 10/10/12 \$500.00 0.00 E 4 KSNV 10/04/12 10/10/12 The Agenda 1230pm MTWTF--\$325.00 1 0.00 NM CM 1230-1p :30 3 3 \$975.00 The Agenda 1230pm NEWS 4: THE AGENDA Start Date **End Date** Weekdays Spots/Week Rate Rating MTWTF--Week: 10/04/12 10/10/12 \$325.00 0.00 E 5 KSNV 10/06/12 10/07/12 News 3 Today Wknd 9a-930am ----SS :30 \$750.001 CM 1 0.00 NM \$750.00 1 News 3 Today **NEWS 3 TODAY/WKEND** Start Date **End Date** Weekdays Spots/Week Rate Rating ----SS Week: 10/01/12 10/07/12 \$750.00 0.00 E 6 KSNV 10/04/12 10/10/12 Rachael Ray CM MTWTF--:30 3 \$500.001 0.00 NM \$1,500.00 11am-12pm Rachael Ray RACHEL RAY Weekdays Spots/Week Start Date **End Date** Rate Rating MTWTF--10/10/12 \$500.00 Week: 10/04/12 0.00 10/04/12 10/10/12 MTWTF--\$325.00 1 **KSNV** The Doctors CM :30 3 0.00 NM \$975.00 3 2pm-3pm The Doctors THE DOCTORS Start Date Weekdays Spots/Week Rating End Date Rate MTWTF-10/10/12 Week: 10/04/12 \$325.00 0.00 E 8 KSNV 10/04/12 10/10/12 Dr. Phil CM 3-4p MTWTF--:30 3 \$600.001 0.00 NM 3 \$1,800.00 Dr Phil DR. PHIL Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/04/12 10/10/12 MTWTF--\$600.00 0.00 KSNV 10/04/12 10/10/12 NEWS 3 at 4 (1 HOUR)CM MTWTF--\$900.001 0.00 NM :30 2 \$1,800.00 4-5pm 2 4PM NEWS (1 hour) (4:00 PM-4:30 PM) FIRST NEWS 3 AT FOUR Weekdays Spots/Week **End Date** Rating Start Date Rate 10/10/12 MTWTF-Week: 10/04/12 \$900.00 0.00 E 10 KSNV 10/04/12 10/10/12 NEWS 3 at 4 (1 HOUR)CM 4-5pm MTWTF--:30 2 \$900.001 0.00 NM 2 \$1,800.00 4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 4 AT 430P Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 10/04/12 10/10/12 \$900.00 0.00 E11 KSNV 10/04/12 10/10/12 M-F Early News CM MTWTF--:30 5 \$1,800.001 0.00 NM 5 \$9,000.00 5-630p M-F Early News **EARLY NEWS** Wee<u>kdays</u> Spots/Week Rating Start Date **End Date** Rate MTWTF-Week: 10/04/12 10/10/12 5 \$1,800.00 0.00 E12 KSNV 10/06/12 10/06/12 Jeopardy in PRIME M-SA 8-11p / SUN---- S-:30 \$525.001 0.00 NM CM 1 \$525.00 Jeopardy in Prime JEOPARDY/WHEEL OF FORTUNE Start Date **End Date** Weekdays Spots/Week Rate Rating ---S-10/07/12 Week: 10/01/12 \$525.00 0.00 E 13 KSNV 10/04/12 10/10/12 5 \$1,700.001 CM 630-730pm MTWTF--:30 0.00 NM 5 \$8,500.00

Print Date: 10/08/12 08:53:30 Page 3 of 4

**KSNV** 

Order / Rev: 107430

Advertiser: Patriot Majority

Alt Order #: 06860849 Product Desc: PAT MAJORITY USA

10/04/12 - 10/12/12 Flight Dates:

1966

Estimate:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune JEOPARDY/WHEEL OF FORTUNE Weekdays\_ Spots/Week Start Date **End Date** Rate Rating MTWTF--Week: 10/04/12 10/10/12 5 \$1,700.00 0.00 E14 KSNV 10/10/12 10/10/12 Wed PR 9-10p СМ 9-10pm - - W- - - -:30 \$4,000,001 0.00 NM \$4.000.00 Wednesday Prime 9-10pm LAW AND ORDER SVU Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 \$4.000.00 0.00 E 15 KSNV 10/09/12 10/09/12 Tues PR 10-11p СМ 10-11pm - T- - - -:30 1 \$3,200.001 0.00 NM \$3,200.00 Tuesday Prime 10-11pm **PARENTHOOD** Start Date **End Date** Weekdays Spots/Week Rating Rate 10/14/12 - T- - - -Week: 10/08/12 \$3,200.00 0.00 - - - T- - -E 16 KSNV 10/11/12 10/11/12 News 3 Live in Prime CM 7-10pm :30 \$3,200,001 0.00 NM \$3,200,00 (9:00 PM-9:30 PM) News 3 in Prime Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---T---\$3,200.00 0.00 E17 KSNV 10/06/12 10/06/12 Sa-Su News 3 at ElevenCM 11pm-1135pm ---S-:30 1 \$1,400.001 0.00 NM \$1,400.00 Sa-Su News 3 at Eleven **NEWS 3 NIGHTSIDE** Rating **End Date** Weekdays Spots/Week Start Date Rate Week: 10/01/12 10/07/12 - - - - S-\$1,400.00 0.00 E18 KSNV 10/04/12 10/10/12 The Tonight Show CM 1135p-1237a MTWTF--:30 \$750.001 0.00 NM 3 \$2,250.00 Tonight Show TONIGHT SHOW W/ JAY LENO Spots/Week Start Date **End Date** Weekdays Rate Rating MTWTF--10/10/12 \$750.00 0.00 Week: 10/04/12 E 19 KSNV 10/04/12 10/10/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--:30 2 \$1,400.001 0.00 NM 2 \$2,800.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--Week: 10/04/12 10/10/12 2 \$1,400.00 0.00 E 20 KSNV 10/07/12 10/07/12 NFL Football 1P-9PM :30 1 \$14,000.00 1 CM ----S 0.00 NM \$14,000.00 NFL Football SUN NT FB: SD @ N ORLEANS Start Date **End Date** Spots/Week Rating Weekdays Rate Week: 10/01/12 10/07/12 ----S 1\$14,000.00 0.00 E 21 KSNV 10/11/12 10/12/12 **Today Show** 658a-9am - - - TF- -:30 2 \$1,900.001 0.00 NM CM 2 \$3,800.00 **Today Show TODAY SHOW** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/08/12 10/14/12 ---TF--\$1,900.00 0.00 E 22 KSNV 10/11/12 10/12/12 CM 12-1230pm ---TF--:30 \$500.001 0.00 NM Noon News \$500.00 Noon News **NEWS 3 AT NOON End Date** Spots/Week Start Date Weekdays Rate Rating - TF- -Week: 10/08/12 10/14/12 \$500.00 0.00 E 23 KSNV 10/11/12 10/12/12 The Doctors CM ---TF--:30 \$325.001 0.00 NM \$325.00 2pm-3pm The Doctors THE DOCTORS Start Date **End Date** Weekdays Spots/Week Rating Rate Week: 10/08/12 10/14/12 ---TF--\$325.00 0.00 E 24 KSNV 10/11/12 10/12/12 Dr. Phil СМ - - - TF- -0.00 NM 3-4p :30 \$600.001 \$600.00 1 1 Dr Phil DR. PHIL Rating Start Date **End Date** Weekdays Spots/Week Rate \$600.00 10/14/12 - - - TF-Week: 10/08/12 0.00 E 25 KSNV 10/11/12 10/12/12 M-F Early News CM 5-630p ---F--:30 1 \$1,800.001 0.00 NM \$1,800.00 M-F Early News

Print Date: 10/08/12 08:53:30 Page 4 of 4

**KSNV** 

Order / Rev: 107430 Advertiser: Patriot Majority

Alt Order #: 06860849 Product Desc: PAT MAJORITY USA

Flight Dates: 10/04/12 - 10/12/12 1966

Estimate:

Ln Ch Start End	Inventory Code Break	Start/End Tin	ne Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
EARLY NEWS						_		
Start Date End Date	Weekdays Spots/Week	Rate	Rating			I		
Week: 10/08/12 10/14/12	F 1	\$1,800.00	0.00					
E 26 KSNV 10/11/12 10/12/12	M-F Jeop/Wheel CM	630-730pm	F	:30 1	\$1,700.001	0.00 NM	1	\$1,700.00
	M-F Jeopardy/Wheel of Fortune	Э						
JEOPARDY/WHEEL OF FO	RTUNE					I		
Start Date End Date	Weekdays Spots/Week	Rate	Rating_			I		
Week: 10/08/12 10/14/12	F 1	\$1,700.00	0.00			ı		
E 27 KSNV 10/11/12 10/12/12	M-F News 3 at Eleven CM	11pm-1135pm	TF	:30 1	\$1,400.001	0.00 NM	1	\$1,400.00
	M-F News 3 at Eleven							
NEWS 3 NIGHTSIDE								
Start Date End Date	Weekdays Spots/Week	Rate	Rating			I		
Week: 10/08/12 10/14/12	TF 1	\$1,400.00	0.00					
						Totals	57	\$85,700.00